

## Message Text

UNCLASSIFIED

PAGE 01 LONDON 03583 01 OF 03 061659Z  
ACTION EB-08

INFO OCT-01 ARA-14 EUR-12 EA-12 ISO-00 /047 W  
-----126497 061711Z /64

P R 061636Z MAR 78  
FM AMEMBASSY LONDON  
TO SECSTATE WASHDC PRIORITY 3819  
INFO USDOC WASHDC  
AMEMBASSY BELGRADE  
AMEMBASSY BONN  
AMEMBASSY CARACAS  
AMEMBASSY THE HAGUE  
AMEMBASSY MADRID  
AMEMBASSY NICOSIA  
AMEMBASSY PARIS  
AMEMBASSY STOCKHOLM  
AMCONSUL SYDNEY  
AMEMBASSY TOKYO  
AMEMBASSY BRASILIA  
AMEMBASSY CANBERRA  
AMEMBASSY MEXICO  
AMCONSUL MILAN  
AMEMBASSY MOSCOW  
AMEMBASSY ROME  
AMCONSUL SAO PAULO  
AMEMBASSY SEOUL  
AMEMBASSY TAIPEI  
AMEMBASSY WARSAW

UNCLAS SECTION 01 OF 03 LONDON 03583

COMMERCE FOR ITA/BED/OIM/MRD/NBASSETT

E.O. 11652: N/A

TAGS: BBSER, YO, GW, VE, NL, UK, SP, CY, FR, BR, SW, AS,  
JA

SUBJECT: SOLICITATION OF BIDS FOR GMS SURVEY MACHINE  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 03583 01 OF 03 061659Z

TOOLS & RELATED EQUIPMENT

REF: STATE 33733

1. SEVEN OF FOURTEEN INVITED FIRMS SUBMITTED BIDS.  
SIRA INSTITUTE LTD., E.P. DANGER, PA MANAGEMENT CON-  
SULTANTS LTD., AND BOWHURST FAILED TO RESPOND. INDUS-

TRIAL RESEARCH BUREAU FULLY COMMITTED AT PRESENT TIME, BUTLER RESEARCH LTD., UNABLE BID DUE ABSENCE ABROAD OF DIRECTOR JOHN BUTLER, AND MAKROTEST CONSIDERED TIME ALLOWED TO PREPARE SPECS AND CARRY OUT CERTAIN OF THE PROJECTS INADEQUATE. BIDS FOR SINGLE STUDIES RANGED FROM 2,230 POUNDS STERLING TO 8,000 POUNDS, WITH SOME DISCOUNTS FOR MULTI COUNTRY BIDS.

2. FOLLOWING IS RESUME OF BIDS SUBMITTED, ALL QUOTED IN POUNDS STERLING:

A. WINGFIELD RESEARCH: U.K. AND FRANCE ONLY AT 4,300 AND 7,450 RESPECTIVELY, AND BOTH COUNTRIES AT 11,515 (2 PERCENT DISCOUNT). IN ORDER EASE CASH FLOW PROBLEMS, THIS SMALL FIRM WOULD REQUIRE FOUR-PART PAYMENT, FIRST THIRD SPLIT INTO TWO HALVES, PAYABLE ON EVIDENCE ADEQUATE OUTLINE OF STATISTICAL DATA, AND EVIDENCE ADEQUATE PROGRESS REST OF WORK/INTERVIEWS. FIRM ENVISAGES 40 PERSONAL INTERVIEWS FOR U.K. AND 60 FOR FRANCE. DIRECTOR PETER WINGFIELD-STRATFORD HAS RECENTLY COMPLETED WIDE-RANGING SURVEY ON FRENCH MARKET FOR MACHINE TOOLS AND HAS FREQUENTLY COVERED MACHINERY AND ENGINEERING MARKETS IN U.K. IF COPYRIGHT DATA AND COMPUTER PRINTOUTS REQUIRED TO BE OBTAINED COMMERCIALY, FIRM WOULD REQUEST REIMBURSEMENT FOR COST OF DATA. BOTH DIRECTOR AND HIS ASSOCIATE HAVE EXPERIENCE IN ENGINEERING, ELECTRICAL AND ELECTRONICS FIELDS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 LONDON 03583 01 OF 03 061659Z

B. P.E. CORPORATE STRATEGY LTD., U.K., NETHERLANDS AND SWEDEN ONLY, AT 4,300, 5,700 AND 6,100 RESPECTIVELY; U.K. AND NETHERLANDS TOGETHER AT 9,700; AND U.K. AND SWEDEN TOGETHER AT 10,050. FIRM COULD UNDERTAKE MAXIMUM OF TWO STUDIES, AND ONE MUST BE U.K. FIRM SEEKS DEVIATE FROM STANDARD PAYMENT TERMS, AND REQUESTS FIRST & SECOND PAYMENTS ON COMMISSIONING AND ACCEPTANCE PROGRESS REPORT RESPECTIVELY. 40-45 PERSONAL INTERVIEWS ARE ENVISAGED FOR U.K., BUT ONLY 25 IN NETHERLANDS AND SWEDEN. PE HAS OVER 20 YEARS' EXPERIENCE IN INTERNATIONAL INDUSTRIAL MARKET RESEARCH, WITH SPECIALIZATION IN ENGINEERING . PROCESS AND METAL MANUFACTURING INDUSTRIES. IT RECENTLY COMPLETED MARKETING STUDY FOR METAL FORMING MACHINE TOOLS IN EUROPE, WHICH INCLUDED COVERAGE OF ABOVE MENTIONED COUNTRIES.

C. METRA CONSULTING GROUP LTD: FIRM BID ON ALL COUNTRIES, AS FOLLOWS: FRANCE, 6,000; AUSTRALIA, 6,000; YUGOSLAVIA, 5,000; SPAIN, 6,000; U.S.S.R., 7,000; JAPAN, 8,000; U.K., 5,000; SWEDEN 6,500; VENEZUELA, 6,000; NETHERLANDS, 6,000; IRAG, 6,500; POLAND, 6,000; NO DISCOUNTS. SHOULD SEVERAL STUDIES BE COMMISSIONED SIMULTANEOUSLY, AGGREGATE COST WILL BE REDUCED BY ONE

PERCENTAGE POINT FOR EACH COUNTRY SURVEY IN ADDITION  
TO THE FIRST. FIRM HAS BEEN ACTIVE IN RESEARCH FOR  
METALWORKING INDUSTRIES AND HAS EXPERIENCE WITH USDOC  
SPECS. IT RECENTLY COMPLETED TWO GMS STUDIES ON  
PROCESS CONTROLS.

D. PLANNING RESEARCH & SYSTEMS LTD., (PRS): FRANCE,  
4,050; JAPAN, 6,000; NETHERLANDS, 3,750; SPAIN, 3,850;

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 LONDON 03583 02 OF 03 061702Z  
ACTION EB-08

INFO OCT-01 ARA-14 EUR-12 EA-12 ISO-00 /047 W  
-----126507 061711Z /64

P R 061636Z MAR 78  
FM AMEMBASSY LONDON  
TO SECSTATE WASHDC PRIORITY 3820  
INFO USDOC WASHDC  
AMEMBASSY BELGRADE  
AMEMBASSY BONN  
AMEMBASSY CARACAS  
AMEMBASSY THE HAGUE  
AMEMBASSY MADRID  
AMEMBASSY NICOSIA  
AMEMBASSY PARIS  
AMEMBASSY STOCKHOLM  
AMCONSUL SYDNEY  
AMEMBASSY TOKYO  
AMEMBASSY BRASILIA  
AMEMBASSY CANBERRA  
AMEMBASSY MEXICO  
AMCONSUL MILAN  
AMEMBASSY MOSCOW  
AMEMBASSY ROME  
AMCONSUL SAO PAULO  
AMEMBASSY SEOUL  
AMEMBASSY TAIPEI  
AMEMBASSY WARSAW

UNCLAS SECTION 02 OF 03 LONDON 03583

SWEDEN, 5,000; U.K., 3,350; NO DISCOUNT. FIRM ANTICI-

PATES MINIMUM 50 PERSONAL AND 50 TELEPHONE INTERVIEWS  
PER COUNTRY. ACCORDING TO PRS, 75 PERCENT OF ITS  
ANNUAL PROJECTS ARE RELATED TO INDUSTRIAL MARKETS,  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 03583 02 OF 03 061702Z

AND EACH YEAR IT CARRIES OUT APPROX. 15 STUDIES INVOLV-  
ING SOME ASPECT OF MACHINE TOOL AND RELATED EQUIPMENT  
MARKETS. DURING 1977 IT COMPLETED USDOC METROLOGY  
STUDY FOR U.K. AND MACHINE TOOL STUDY IN JAPAN FOR  
JAPAN TRADE CENTER. FIRM HAS MANPOWER CAPACITY TO RUN  
SEVERAL STUDIES SIMULTANEOUSLY.

E. TACTICAL MARKETING LTD. (TML): BID ON ALL COUNT-  
RIES EXCEPT U.S.S.R. AND JAPAN, AS FOLLOWS: FRANCE,  
2,370; IRAQ, 3,960; YUGOSLAVIA 3,420; NETHERLANDS,  
2,400; POLAND, 3,510; SPAIN, 2,715; SWEDEN, 2,700; U.K.,  
2,580; VENEZUELA 3,300. IF FRANCE, NETHERLANDS AND  
SPAIN COMMISSIONED TOGETHER, TOTAL WOULD BE 6,886.20  
(8 PERCENT DISCOUNT); IF YUGOSLAVIA AND POLAND COM-  
MISSIONED TOGETHER, TOTAL WOULD BE 6,514.20 (6 PERCENT  
DISCOUNT). COMBINED PRICING FOR YUGOSLAVIA AND POLAND  
IS BECAUSE FIRM HAS RESEARCH TEAMS AVAILABLE THOSE  
COUNTRIES DURING PERIOD APRIL/SEPT. 1978. FIRM CONSI-  
DERS NECESSITY FOR AT LEAST 40 PERSONAL INTERVIEWS AND  
HAS IN FACT ALLOWED FOR 50 IN EACH MARKET. TACTICAL IS  
CURRENTLY CONDUCTING MACHINE TOOL STUDIES IN FRANCE,  
BELGIUM, NETHERLANDS, GERMANY, YUGOSLAVIA, BULGARIA,  
POLAND AND SPAIN, AND IN 1976 COMPLETED STUDIES FOR  
LEADING U.K. MACHINE TOOL MANUFACTURER ON THE INDUSTRY  
IN SWEDEN, SPAIN, AND VENEZUELA. DIRECTOR OF STUDIES  
DAVID FARTHING HAS JUST RETURNED FROM POLAND WHERE HE  
WAS IN CONTACT WITH EXECUTIVES IN MACHINE TOOL INDUSTRY.  
COMPANY HAS RECENTLY UNDERTAKEN SEVERAL TECHNICAL GMS  
REPORTS AND CURRENTLY HOLDS ANNUAL CONTRACTS FOR U.K.  
AND FRANCE. COUNTRY TEAM LEADERS ABROAD REPORTING DIR-  
ECTLY TO TML IN LONDON ARE RONALD FINEBERG (IRAG);  
BIRGER SAETHER (SWEDEN); JAN PLASMANS (NETHERLANDS AND  
FRANCE); AND ALEX KING (VENEZUELA), ASSIGNMENTS FOR  
VENEZUELA AND IRAQ WOULD BE CONDUCTED BY ASSOCIATE COM-  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 LONDON 03583 02 OF 03 061702Z

PANY, EURO PR LTD. RE POLAND AND YUGOSLAVIA STUDIES,  
FIRM NOTES PLANNED ECONOMY STRUCTURES WILL PRECLUDE TOO  
STRICT AN ADHERENCE TO PRESCRIBED SPECS, AND THUS IF  
AWARDED POLISH CONTRACT IN PARTICULAR, WOULD REQUEST  
WHAT THEY CONSIDER TO BE MORE RELEVANT PARAMETERS.  
F. INTERNATIONAL MARKETING & ECONOMIC SERVICES (UK)

LTD (IMES): BID AS FOLLOWS: U.K., 3,725; FRANCE, 5,075; SWEDEN, 4,935; NETHERLANDS, 5,005; SPAIN 4,605; U.S.S.R., 2,355; POLAND, 2,230; YUGOSLAVIA, 4,735; IRAQ; 2,545. 15 PERCENT DISCOUNT WOULD APPLY IF STUDIES IN ALL FIVE WEST EUROPEAN COUNTRIES WERE COMMISSIONED SIMULTANEOUSLY, MAKING TOTAL OF 19,850; 17.7 PERCENT DISCOUNT WOULD APPLY IF STUDIES IN ALL FOUR EAST EUROPEAN COUNTRIES AND IRAQ WERE COMMISSIONED SIMULTANEOUSLY, MAKING TOTAL OF 9,760. FIRM PLANS 40 PERSONAL INTERVIEWS PER WEST EUROPEAN COUNTRY DISTRIBUTED BETWEEN TRADE ASSOCIATIONS/PROFESSIONAL INSTITUTES, IMPORTERS/AGENTS/MACHINE TOOL DISTRIBUTORS AND FACTORS, END USERS. FOR EAST EUROPEAN COUNTRIES AND IRAQ, FIRM ENVISAGES NUMBER OF PERSONAL INTERVIEWS AS FOLLOWS: U.S.S.R., POLAND AND IRAQ ONLY 5-10 EACH, DUE STATE PURCHASING/USING ORGANIZATIONS POLICIES; YUGOSLAVIA 40. IN ADDITION IT SUGGESTS 10 PERSONAL INTERVIEWS IN VIENNA SINCE MAJORITY MACHINERY AGENTS SERVING EAST EUROPE ARE LOCATED THERE. IMES BELIEVES TELEPHONE INTERVIEWING NOT APPROPRIATE FOR EAST EUROPEAN COUNTRIES AND IRAQ. FIRM HAS HAD RELEVANT PREVIOUS EXPERIENCE IN RESEARCHING CAPITAL PLANT AND EQUIPMENT BOTH IN EAST & WEST EUROPEAN COUNTRIES AS WELL AS MIDDLE EAST. ALL WORK WOULD BE UNDERTAKEN BY IMES, BUT FIRM'S FINISH ASSOCIATE COMPANY, PAXTON INTERNATIONAL, MAY BE CONSULTED BECAUSE OF ITS CONTACTS IN EAST EUROPE. PROVIDED STUDIES COMMISSIONED ON OR BEFORE MARCH 10, THEY CAN BE DELIVERED BY EARLY JUNE.

G. OVERSEAS MARKET RESEARCH LTD., (OMR): AUSTRALIA, 3,800; FRANCE, 3,300; IRAQ, 4,500; NETHERLANDS, 3,100; UNCLASSIFIED

UNCLASSIFIED

PAGE 04 LONDON 03583 02 OF 03 061702Z

POLAND, 4,700; SPAIN, 3,400; SWEDEN, 3,900; UK, 2,800; USSR, 4,700; VENEZUELA, 4,300; YUGOSLAVIA, 3,600. FIVE PERCENT DISCOUNT IF WORK AWARDED EXCEEDS 20,000. OMR UNFORTUNATELY RECEIVED BID TOO LATE TO PREPARE FULL PROPOSAL BUT THEIR SIMPLE LETTER-FORM BID LISTS NINE MAJOR UK CLIENT FIRMS WITH INTERESTS IN MACHINE TOOLS OR RELATED CONTROLS/INSTRUMENTS. SCHEDULE SATISFACTORY EXCEPT FOR IRAQ WHERE 4 EXTRA WEEKS ARE REQUESTED. ASSOCIATE FIRMS ARE ASRB (PTY.) LTD., VICTORIA (NEAR MELBOURNE), HEADED BY DAVID BOTTOMLEY; CENS INT'L IN PARIS AND AMSTERDAM; N.I.P. LTD., IN TEHERAN; ECO IN

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 LONDON 03583 03 OF 03 061703Z  
ACTION EB-08

INFO OCT-01 ARA-14 EUR-12 EA-12 ISO-00 /047 W  
-----126518 061711Z /64

P R 061636Z MAR 78  
FM AMEMBASSY LONDON  
TO SECSTATE WASHDC PRIORITY 3821  
INFO USDOC WASHDC  
AMEMBASSY BELGRADE  
AMEMBASSY BONN  
AMEMBASSY CARACAS  
AMEMBASSY THE HAGUE  
AMEMBASSY MADRID  
AMEMBASSY NICOSIA  
AMEMBASSY PARIS  
AMEMBASSY STOCKHOLM  
AMCONSUL SYDNEY  
AMEMBASSY TOKYO  
AMEMBASSY BRASILIA  
AMEMBASSY CANBERRA  
AMEMBASSY MEXICO  
AMCONSUL MILAN  
AMEMBASSY MOSCOW  
AMEMBASSY ROME  
AMCONSUL SAO PAULO  
AMEMBASSY SEOUL  
AMEMBASSY TAIPEI  
AMEMBASSY WARSAW

UNCLAS SECTION 03 OF 03 LONDON 03583

MADRID (JESUS FUSTER). OMR ASSOCIATE DIRECTOR CHARLES  
SQUIRES HAS BEEN RESIDENT IN STOCKHOLM FOR 30-ODD  
YEARS; ANOTHER ASSOCIATE DIRECTOR FLUENT IN RUSSIAN  
WOULD HANDLE SOVIET STUDY. FIRM HAS BRAZILIAN OFFICE  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 03583 03 OF 03 061703Z

BUT PROBABLY WOULD STAFF VENEZUELAN STUDY FROM LONDON;  
AMMAN OR TEHERAN ASSOCIATES WOULD MAN IRAQI PROJECT.  
MANAGING DIRECTOR D. ST. JOHN-WALLIS ACCEPTS 40 PERSONAL  
INTERVIEWS AS DEPARTURE POINT BUT WOULD EXPECT ALTER

THIS TO COUNTRY CIRCUMSTANCES.

3. BID SUMMARY & RECOMMENDS:

A. DESPITE THEIR PROFESSIONAL QUALIFICATIONS, UNACCEPTABLY HIGH PRICES WOULD APPEAR PRECLUDE METRA, PE CORPORATE STRATEGY AND WINGFIELD RESEARCH.

B. RECOMMEND TML FOR UK STUDY DUE PROVEN COMPETENCE AND ATTENTION TO DEADLINES.

C. RECOGNIZING THAT WE HAVE ONLY SEEN BIDS SUBMITTED IN LONDON, POST RECOMMENDS PRS FOR JAPAN, IN VIEW ITS RECENT EXPOSURE TO JAPAN MACHINE TOOL INDUSTRY AND FAMILIARITY WITH USDOC SPECS. OMR APPEARS WELL QUALIFIED PERFORM AUSTRALIA STUDY; LOW BID, ACCEPTANCE OF VITAL TIMING SCHEDULE AND FACT THAT FIRM HAS OFFICE IN AUSTRALIA WELL WORTH CONSIDERATION. FAVORABLE BIDS RECEIVED ON POLAND AND YUGOSLAVIA FROM TACTICAL AND IMES, BUT WE FEEL TACTICAL HAS DEFINITE EDGE IN VIEW ITS VERY RECENT CONTACT WITH MACHINE TOOL INDUSTRY EXECUTIVES IN POLAND, HIGH NUMBER OF PERSONAL INTERVIEWS AND FACT THAT RESEARCH TEAMS ALREADY IN THE TWO COUNTRIES DURING MSOT OF STUDY PERIOD. TACTICAL ALSO HAS REPUTATION FOR ADHERENCE TO SCHEDULES, WHICH PARTICULARLY IMPORTANT ON YUGOSLAVIA STUDY. RECOMMEND IMES FOR U.S.S.R., AND IRAQ STUDIES. FIRM CURRENTLY APPEARS TO BE PERFORMING SATISFACTORILY UNDER ANNUAL CONTRACT FOR NETHERLANDS, IS WELL QUALIFIED TO PERFORM STUDIES AND HAS SUBMITTED EXCEPTIONALLY LOW BID. WE REALISE IMES BID FOR U.S.S.R./POLAND/YUGOSLAVIA AND IRAQ TOGETHER IS SOME 2,000 POUNDS LESS THAN BIDS RECOMMENDED

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 LONDON 03583 03 OF 03 061703Z

ABOVE, BUT FEEL THIS IS STILL EXCELLENT DEAL FOR FOUR REASONS CITED ABOVE.

D. WE ALSO RECOMMEND TACTICAL FOR FRANCE, NETHERLANDS, SPAIN AND SWEDEN DUE FIRM'S RECENT SUBSTANTIAL EXPERIENCE IN BOTH SUBJECT AND COUNTRIES MENTIONED, REALISTIC PRICE AND TML'S FAMILIARITY WITH BOTH GMS AND ANNUAL CONTRACT SPECIFICATIONS.

E. DESPITE THEIR UNFORTUNATE FAILURE TO PREPARE FULL BID OUTLINE DUE POSTAL MISHAP, OMR AS SECOND LOWEST BIDDER FOR SEVERAL STUDIES APPEAR TO BE PROFESSIONALLY QUALIFIED FIRM WORTHY OF SERIOUS CONSIDERATION.

F. DUE TIME FACTOR, WE HAVE NOT ATTEMPTED TO GET BID COPIES TO ADDRESSEE POSTS.

BREWSTER

UNCLASSIFIED

NNN



## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 06 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978LONDON03583  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780100-1045  
**Format:** TEL  
**From:** LONDON  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t197803103/aaaadjjs.tel  
**Line Count:** 382  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** ec30f8b7-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 7  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 78 STATE 33733  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3108267  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** SOLICITATION OF BIDS FOR GMS SURVEY MACHINE UNCLASSIFIED UNCLASSIFIED  
**TAGS:** BBSR, YO, GE, VE, NL, UK, SP, CY, FR, BR, SW, AS, JA, US  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/ec30f8b7-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014